



## CASE STUDY

# Independent Beach Resort: 201 ROOMS

### THE CHALLENGE

Located in a highly seasonal market with a B location, this under performing independent hotel faced intense competition from better-located hotels with more amenities, marketing capabilities and resources. To shift share from compset hotels and increase revenues, Chesapeake deployed an integrated, cross-channel digital campaign.

### THE SOLUTION

Chesapeake internal web marketing team terminated four separate, disconnected marketing vendors, thereby reducing expenses by 60% and unifying all digital marketing with one proven Chesapeake preferred vendor. In 30 days, the Chesapeake team deployed a new, powerful responsive-design website (with auto-resize for mobile/tablet), email, search, social campaigns and advanced ROI tracking (phone and digital).

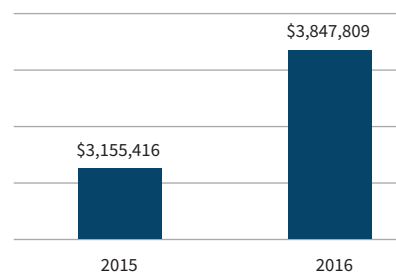
### THE RESULTS

Chesapeake's digital traffic program quickly accelerated bookings from organic search traffic to the property website, which increased on-line bookings by 45% YOY. While overall revenue grew by \$700,000, thanks to its new website design and elevated perception to web visitors, the Hotel was also able to increase rates and overall market share by 20% YOY.

### FINALLY

Chesapeake accomplished their growth without any renovation capital investment. The owner was impressed and has committed to major renovation of the Hotel's rooms and public space in 2017 and 2018 to drive further revenue growth.

### ROOM REVENUE GROWTH



### ADR GROWTH

